



36th Annual Convention & 2008 Trade Show
September 14-17 2008
Doubletree Lloyd Center Hotel & Convention Center
Portland, Oregon

Product Presentations

Monday, September 15, 2008

1:15pm – 4:00pm

Take advantage of this unique opportunity to demonstrate your products and discuss your services with distributors. You will have a captive audience of distributors eager to discover the next hot-selling product. Get a jump on other trade show exhibitors by previewing your products in advance of the trade show.

These 15-minute presentations will take place in two concurrent sessions on Monday, September 15 from 1:15pm – 4:00, for a total of 20 sessions. *(each session consists of 12 minutes of presentation time, and a 3-minute transition)*

To reserve your space in this event, complete and return this form. SWDA will assign time slots on a first come, first served basis to confirmed exhibitors.

Please PRINT or TYPE.

Company Name: _____

Exhibit Contact: _____

Contact phone: _____

Contact email: _____

See other side for helpful product presentation tips...

Product Presentation Tips

Arrive outside your meeting room 15 - 20 minutes prior to your assigned time slot to allow prep time and leave some time at the end of your presentation for questions from buyers.

These presentations are on a tight schedule - be respectful of the vendor making a presentation following yours and pack quickly following your presentation, moving questions outside the room if necessary.

Make sure you have **products and literature** with you to show your audience of buyers. Each room will have a conference table you may use. Try to set up quickly so you don't cut into your "selling" time, and so you don't lose your audience.

Bring enough product samples to pass around to your audience. Remember, people like to touch and feel! You may want to consider giving each buyer a sample of one of your products to take with them.

Remember, your buyers are distributors and need **Distributor Pricing**. Bring enough price lists, sell sheets, catalogs, business cards, etc. to get your name and products into your buyer's hands **before** the trade show begins. This will give buyers time to study it, think about it and decide on orders before they visit your booth on the trade show floor.

Buyers like "**Specials**". Consider offering a Show Special or a Product Presentation Special to those in attendance.

Tell the buyers:

- about your company...
- what makes your company unique and better than your competition...
- why we should buy from YOU...
- what you offer that is new this year...
- about your art department or design services you offer...
- your lead time for proofs / prototypes and delivery...
- about your packaging...

You get the idea....**SELL THEM ON YOUR COMPANY** as well as on your product!